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ABSTRACT

Telephone interviews were conducted with 308 adults in a large eastern metropolitan area as part of a study to discover levels of satisfaction with present television programing; awareness of and exposure to religious broadcasts; motivations for exposure to "The 700 Club," a nationally syndicated religious program; and potential utilization of Christian Broadcasting Network (CBN) alternatives to traditional television fare. It was found that there was marked dissatisfaction with present television fare among a sizable segment of the sample, that more respondents were aware of religious broadcasting than watched it, that seeking spiritual guidance was the most important factor influencing exposure to "The 700 Club," and that the greatest interest in alternative programing was for prime time and early evening news. However, no strong and systematic relationship existed between satisfaction with present programing and interest in the CBN alternative--although people who felt there was too much sex and violence or felt there should be more censorship of present television programs were more likely to express interest in and view CBN alternatives. (TJ)

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Religious Broadcasting as an Alternative to TV: An Initial Assessment of Potential Utilization of the Christian Broadcasting Network Alternative

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Religious Broadcasting as Alternative TV: An Initial Assessment of Potential Utilization of the Christian Broadcasting Network Alternative

The past few years have witnessed the development of a distinct programming alternative to traditional TV entertainment fare. The alternative, essentially evangelical/Christian in nature, is offered by the rapidly expanding Christian Broadcast Network.[1] To what extent can attractively and professionally packaged religious programs compete with the three major networks for sizable segments of the viewing public? Theories of media usage and cognitive psychology point to the potential success of this alternative type of programming. This paper presents an empirical assessment of such a prediction.

Three related media usage theories suggest that exposure decisions are a function of satisfaction with the content offered and gratifications derived from the exposure experience. The uses and gratifications literature suggests that mass media audiences generally are active and intentional in their media pursuits. Such research

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[1]The Christian Broadcast Network is an independent corporation which broadcasts over its four privately owned stations and over 210 other stations throughout the country by purchasing broadcast time. Owning its own satellite transmitter and 60 earth stations, the ultimate goal of the Christian Broadcast Network is to become a fourth network in direct competition with the three existing networks. Programs of the CBN are similar in format to traditional TV fare but overtly Christian in content and message. The values presented in CBN programs reflect the extremely fundamental and conservative segment of the Christian Church which the CBN represents. While programming is limited at the present time to a religious style talk show called "The 700 Club" and several educational and dramatic programs, projected Christian soap operas, news programs and prime time dramas, situation-comedies, and variety shows are being developed in an effort to achieve full network status.

indicates that the media fulfill needs and are used by audiences to gratify needs as they arise. These needs include relaxation and escape (i.e., Weiss [1971], Greenberg [1974]), substitute companionship and social contact (i.e., Nordenstreng [1970], Blumler and Brown [1972], Katz, Gurevitch and Haas [1974]), tension and conflict resolution (i.e., Katz and Foulkes [1962]) and information-acquisition (i.e., Levy [1977] and Gantz [1978]). In some cases, media use seems to be motivated by selectivity principles. Blumler and Brown (1972) proposed that individuals pursue the media in order to reinforce their personal system of values. Edelstein (1973) suggested that social situations give rise to certain values which must be affirmed and reinforced through the use of congruent media. In short, the uses and gratifications approach suggests the active pursuit of gratifications, at least occasionally through the use of congruent media fare. The dependency model of media usage (Ball-Rokeach and DeFleur [1976]) links societal structures, individual needs, and media usage patterns and effects. This model proposes that when societal structures (institutions) fail to provide an adequate framework for understanding, acting or escaping, the media are turned to and depended on to fulfil such functions. When societal structures and traditional media messages are inadequate (not perceived as meeting dependencies), alternative functional messages may be sought which relate to the need in hand, i.e.,the messages sought in the media are those perceived to fulfill and gratify the specific need which the societal structure is perceived as being unable to fulfill. Those experiencing inadequate need fulfillment through societal organizations and mechanisms and traditional media fare may seek out alternative messages offered by alternative media organizations and/or alternative media. Himmelweit's theory of functional equivalency (1958) examines media exposure

patterns as they relate to the degree of satisfaction each medium provides. Himmelweit suggested that with the advent of a functionally similar but more satisfying alternative, audience usage patterns would shift in the direction of the alternative providing more satisfaction. While her research focused on television as an alternative to radio, the principle of functional equivalency ought to be in operation within and across all media. Should alternative content on the same medium or content on alternative media be seen as functionally equivalent but more satisfying, viewers may spend less time with traditional content and/or media in favor of those alternatives. Finally, equilibrium theories of cognitive psychology (i.e., balance [Heider, 1958], consistency [Abelson and Rosenberg, 1958], dissonance [Festinger, 1957]) suggest that audiences, seeking cognitive comfort (balance), will use particular media and listen to specific messages which generally provide information consistent with their predispositions. Those dissatisfied with the values presented on a particular program or series of programs may seek alternatives which offer values more consistent with their own perspective.

The uses and gratifications, dependency, and functional equivalency models of media utilization and the more general equilibrium models all suggest a functional relationship between dissatisfaction with present programming and utilization of alternatives. In this case, those not satisfied/gratified with present television programming because of the content and values depicted may be inclined to examine the Christian Broadcast Network's alternative which provides a set of values more consistent with Christian ideology. In the present study, survey data were collected to examine such a relationship.

METHODS

Telephone interviews with adults residing in a large eastern metropolitan area were conducted March 7-21, 1979. Respondents were selected using a systematic random sampling of telephone numbers from the area's current telephone directory. Three hundred and eight (308) adults were interviewed, representing a completion rate of 37.1%.There was no response for 242 numbers (29.2%). An additional 122 numbers (14.7%) were business phones or disconnected. One hundred and thirty-two people (15.9%) refused to be interviewed. Interviewers encountered insurmountable language problems at 12 residences (1.4%) and no adequate respondent at 14 others (1.7%). Eliminating the disconnected numbers produced an effective completion rate of 43.5%. This rather modest figure is accounted for by insufficient callbacks on numbers distributed to interviewers who met their completion quota without needing to run through their lists several times. Interviewers were undergraduates enrolled in the senior author's course "Principles and Methods of Interviewing." Each interviewer was trained for the specifics of this research endeavor.

To obtain an approximately even ratio of male and female respondents, interviewers were instructed to ask alternatively for the man/woman of the house. However, if the desired respondent was not available, the person answering the phone (if an adult) was interviewed. When consecutive males or females were interviewed, the interviewers were directed to seek an equal number of the opposite sex in subsequent interviews. A majority (56.2%) of the sample was female. Of those interviewed, 46.6% were younger than 40, 45% had at least some college education, 30.7% had family incomes of at least $20,000. The sample was overwhelmingly white (91.5%) and predominately Catholic or Protestant (86%). A more detailed breakdown is available in Table .

PROCEDURES

Respondents were told they would be asked for their "feelings about television in general and religious programming on TV." The interview schedule itself consisted of a series of close-ended items tapping the following: (1) satisfaction with present television programming, (2) awareness of and exposure to religious broadcasts, (3) motivations for exposure to the nationally syndicated "The 700 Club" program, and (4) potential utiliation of Christian Broadcasting Network alternatives to traditional television fare.

(1) Satisfaction with present television programming. Questions within this section represented the operational components of the project's major independent variable. First, respondents were asked to assess how satisfied they were "with what's on television nowadays." Forced choices ranged from "very satisfied" to "not satisfied at all." Following that, respondents were asked to evaluate the quality of morning programs ("like the game shows"), afternoon programs (like the soap operas"), and "prime time evening television." Response choices for these questions were "excellent," "good," "fair," "poor," and "terrible." Perceptions of the amount of violence and sex on television were assessed by asking respondents if there was "too much, about the right amount, or not enough" of each for their viewing interests. After being reminded of the code for rating movies (the letters G, PG, R, and X), respondents rated morning programs ("like the game shows"), afternoon programs ("like the soap operas"), and "prime time evening TV programs." Finally, extent of agreement with the statement "Some people say there should be a lot more censorship of TV to make it more suitable for all viewers" was ascertained. Response choices ranged from "strongly agree" to "strongly disagree."

(2) Awareness of and exposure to religious broadcasts. There are several kinds of religious programs on television--those that resemble church services, those that feature a key religious personality who delivers a spiritual message, those that feature church leaders in discussions about religious topics, and those that resemble talk shows, and serve as religious spin-offs of the Johnny Carson program. Respondents were asked if they were familiar with each of these religious programming types. Those expressing familiarity were asked if they had ever seen any of the programs.

(3) Motivations for exposure to "The 700 Club." Those that watched "The 700 Club" at least occasionally were asked to react to a list of reasons for watching that program. Response choices for each of the following motivations ranged from "very important" to "not important at all."

to be entertained by the music, singing and comments of the host and his guests

to get spiritual guidance and fulfillment

to be able to call in for prayers and counseling

to learn about politics and what's right and wrong in America today

because there's nothing else on worth watching

to learn how a Christian should think in today's world

because someone else in the house is watching it

to learn about the Bible and what it really says

to learn who to vote for and what kinds of laws to accept.

(4) Potential utilization of CBN programming. Questions within this subsection represented the operational components of the project's major dependent variable. Aside from "The 700 Club," most CBN programs are on the drawing board. As such, only intent or potential use of the CBN alternatives could be assessed. Presently, CBN plans

to produce Christian-oriented lectures and panels (to be aired opposite morning game shows), soap operas (opposite network afternoon soap operas), newscasts (opposite the early evening news programs), and drama, situation-comedies and variety shows (opposite prime time network entertainment programming). Respondents were asked how interested they would be in each of those types of programs. Choices ranged from "very interested" to "not interested at all." Those that expressed at least some interest (that is, didn't choose "not interested at all") were asked to select which program they would be more likely to watch if the CBN alternative were aired opposite its network/traditional TV counterpart (i.e., Christian soap operas against network soap operas).

ANALYSIS

There were three stages in the data analysis procedure. First, descriptive analyses were conducted, ascertaining the extent to which those in the sample were (a) satisfied with present TV programming, (b) aware and exposed to religious programming currently available on television, and (c) interested in CBN's future programming plans. Second, analyses were performed assessing the magnitude of relationship between the measures tapping satisfaction with present programming and those tapping exposure and interest in present and potential religious TV shows. Finally, regression techniques were utilized, examining the predictive utility of the satisfaction and demographic variables. In addition to analyses across individual items, the correlational and regression procedures utilized indices created by summing related items. Those indices were:

TV program quality = quality of morning programs + quality of afternoon programs + quality of evening prime time programs

Extent of sex and violence = perceived amount of sex and perceived amount of violence on TV today

TV program rating = rating of morning programs + rating of rating of afternoon programs + rating of evening prime time programs

Overall satisfaction with present TV programming = TV program quality + extent of TV sex and violence + TV program rating + general satisfaction with TV + censorship for TV

Interest in CBN programming = interest in CBN lecture programs + interest in CBN soap operas + interest in CBN newscasts + interest in CBN evening prime time drama, situation-comedy and variety programs

Selection of CBN alternative = morning program selection + afternoon program selection + early evening newscast selection + evening prime time program selection

RESULTS

Descriptive Analyses

Satisfaction with present television programming. Responses to questions within this section indicate marked dissatisfaction with present TV fare among a sizable segment of the sample. More generally, when asked "How satisfied are you with what's on TV nowadays?" only one in twenty (5%) reported being "very satisfied." While nearly half (41.3%) said "somewhat satisfied," an equal proportion (44.3%) said "somewhat dissatisfied." Nearly one in ten (9.3%) were "very dissatisfied." Afternoon programs like the soap operas were judged to be lowest in quality; nearly half (41.1%) of those offering evaluations felt such programs to be either "poor" or "terrible." (Approximatley one-third of the sample was unable to assess the quality of morning and afternoon programs. Almost the entire sample evaluated the quality of prime time programs.) Morning TV fare like the game shows was judged as somewhat higher quality programming. There, one-third (33.3%) said those shows were "poor" or "terrible." Prime time programming was judged to be highest in quality; one in five (19.6%) rated them "poor" or "terrible."

Responses to questions on the amount of sex and violence on TV, the suitability of TV programming for all audiences, and the need for more censorship on television suggest that the dissatisfaction and quality evaluations were a function of discomfort with the content of today's TV fare. Most felt there was too much violence (65.9%) and too much sex (61.4%) for their own tastes and viewing interests; only 1.3% and 6.2% felt there wasn't enough violence and sex, respectively. While most of those who responded (again, fewer for the morning and afternoon programs than prime time fare) rated television programs as suitable for most audiences, only two-thirds (68%) for morning programs, one-fifth (19.5%) for afternoon shows, and one-fourth (23.3%) for prime time programs rated them as "G" and acceptable for all audiences. Moreover, one in four (26.3%) and one in five (19.8%) rated afternoon and prime time programming, respectively, as "R" or "X." Finally, when asked about the statement, "There should be more censorship on TV to make it suitable for all viewers," 12.7% expressed strong agreement; an additional 21.4% said they "somewhat agreed" with the statement.

In short then, many in the sample were less than fully satisfied with present programming, not only giving poor marks to program quality but also evaluating much programming as distasteful and not suited for general, unrestricted and unsupervised consumption. (Table 2 provides a breakdown of responses to the questions assessed in this section.)

Awareness of and exposure to religious programs. As might reasonably be expected, more respondents were aware of the variety of religious programs on television than actually availed themselves of the opportunity to watch them. Nonetheless, there was variance

in awareness and exposure levels across religious program types. Slightly more than half the sample (53.6%) were aware of the Sunday morning religious programs that resemble church services; an equal proportion (56%) expressed knowledge of the Sunday morning program featuring key religious personalities like Oral Roberts, Rex Humbard or Robert Schuler. Substantially fewer expressed awareness of locally originated religious panel and discussion programs (30.4%) or religious talk shows like "The 700 Club" (37.5%). Awareness was not an equally strong indicator of exposure across religious programming types. Whereas an overwhelming majority (84.8%) of those aware of the charismatic personality, evangelical Sunday morning programs were exposed to them, fewer than half (40.5%) watched the Sunday morning worship style programs they were aware of. Among the entire sample, half (49%) watched the Sunday morning church leader evangelical programs, four in ten (40.5%) watched the religious talk show "The 700 Club," 30.4% the religious panel and discusiion programs and 22.1% the Sunday worship services. (See Table 3) Of the programs offered, only "The 700 Club" approaches the kind of counter-programming envisioned by the Christian Broadcasting Network. Should exposure to "The 700 Club" be any indication of the potential utilization of the CBN alternative, at least among this sample, viewership may be significant.

Motivations for exposure to "The 700 Club." While not directly related to the major research question and analysis, an examination of the motivations for viewing "The 700 Club" provides a glimpse at the range of needs/gratifications sought leading to exposure to CBN alternative programming. Those exposed to "The 700 Club" more than "just about never" (n=68, 22.1% of the sample) were asked to evaluate nine researcher-generated motivations for watching the program.

Those reasons seemed to encompass a range of diversionary/entertainment, functional and spiritual needs such a program might satisfy. Spiritual guidance seemed to be the most important factor influencing exposure; "to get spiritual guidance and fulfillment," "to learn how a Christian should think in today's world," and "to learn about the Bible and what it really says" were cited by 72.1%, 71.7% and 70.2% of "The 700 Club" viewers as "somewhat" or "very important" motivations leading to exposure. While a majority (65.7%) mentioned "to be entertained by the music, singing and comments of the host and his guests" as "somewhat" or "very important," far fewer cited that motivation as "very important." Nearly half (42.2%) watched "because there's nothing else worth watching." Relatively few watched because someone else in the house was doing so. While the list of motivations assessed is far from complete, responses to the motivation items suggest that, at least for this program, the Christian alternative primarily is sought for satisfaction of spiritual/religious needs. How frequently people would seek such programming because of spiritual needs remains to be seen. (See Table 4 for responses to the motivation items.)

Potential utiliaation of the CBN alternative. Responses varied considerably across program types and the measures of interest and willingness to watch CBN program alternatives. Greatest interest was expressed in CBN prime time and early evening news alternatives; 67% and 59.3%, respectively, cited being "somewhat" or "very interested" in those alternatives. Fewer expressed similar interest in the proposed CBN morning (45.4%) and soap opera (44.7%) programs. Among those expressing at least some interest, 46.6% (26.3% of the entire sample) were willing to choose the CBN soap opera alternative if aired opposite regular network soap opera presentations; only 17.8% (10.1% of the entire sample) said they'd stick with the nework soaps.

Fewer of those interested (30%, 21.4% of the entire sample) said they'd choose the CBN prime time alternative. Despite reported interest in the CBN news alternative, only 19.3% of those interested (13.3% of the entire sample) would select the CBN newscast if aired opposite the network news. (Table 5 provides an overview of responses to items assessed in this section.)

Differences across sample subgroups. There were a number of subsample response differences across the TV satisfaction, CBN interest and CBN potential exposure items. Respondent age was related to three of the TV satisfaction items; older respondents were more likely to offer high quality evaluations of morning programming (Pearson correlation .18 [p.<.01]) yet more likely to say there was too much sex (r=.28 [p.<.01]) and not enough censorship of TV programming (r=.21 [p.<.01]). Age affected responses to one CBN programming item, older people being more likely to select the CBN prime time alternative (r=.14 [p.<.05]). Level of education was related to half of the satisfaction items. The more educated were less satisfied with what was on TV (r=.21 [p.<.01]) and more likely to debunk the quality of morning, afternoon, and prime time programming (r=.34, .26, and .24 [all p.<.01]). They also were less likely to call for more censorship (r=.13 [p.<.05]). Aside from being less interested in CBN soap operas (r=.19 [p.<.01]) and less likely to watch them (r=.11 [p.<.05]), they responded similarly to the CBN programming alternatives. Differences on the basis of respondent sex centered around the amount of sex and violence on television and the need for more censorship, women more likely to think there was too much violence and sex (χ^2=13.8 and 23.2 [both p.<.01]) and not enough censorship (χ^2=23.2 [p.<.01]). Aside from women expressing greater interest in CBN soap operas (χ^2=15.1 [p.<.01]), both sexes reacted similarly

to the CBN programming items. Significant differences on the basis of income level tended to occur on the TV satisfaction items. Those in the lower income brackets were more likely to offer high quality ratings for morning programs ($r=.36$ [$p.<.01$]). They also were more likely to think there was too much violence on TV and not enough censorship of TV programming ($r=.20$ and $.17$ [both $p.<.01$]). Income-based differences existed for CBN soap opera programming; those with smaller family incomes were more likely to express interest in CBN soap operas and select them if offered opposite regular network soap operas ($r=.18$ [$p.<.01$] and $.12$ [$p.<.05$]). Finally, response differences between racial subgroups were frequent, centering around the CBN programming items. Non-whites expressed greater interest in CBN morning, afternoon soap opera, and early evening news alternatives (χ^2 of 25.9 [$p.<.01$], 10.7 and 8.6 [$p.<.05$]). They also expressed more willingness to select/turn to CBN morning and afternoon soap opera alternatives (χ^2 of 7.4 and 7.4 [$p.<.05$]). These data seem somewhat paradoxical since non-whites also expressed more satisfaction with existing TV programming ($\chi^2=13.2$ [$p.<.01$]), were more likely to offer high quality evaluations of network soap operas ($\chi^2=17.1$ [$p.<.01$]) and less likely to say there was too much violence on the air ($\chi^2=9.5$ [$p.<.01$]). There are several explanations for these racial differences. First, the sample contained relatively and numerically few non-whites. While responses differed within questions when examined response category by response category, the chi-square computations may have been adversely affected (that is, rendered unstable) due to the small number of non-whites fitting into the contingency table cells. Second, non-whites expressed stronger religious beliefs, with the later significantly correlated with all the CBN alternative items.

In short, there were a number of subsample response differences. These differences tended to center around respondent satisfaction with present programming. Aside from response differences on the basis of race, respondents tended to react similarly to the measures assessing interest in and potential selection of CBN alternative programming.

In this sample, Christian Broadcasting Network alternatives would, at least initially, receive an audience large enough to make a dent in the ratings and merit considerable concern among network and station executives. For the purposes of this investigation, the potential utilization figures are consistent with those focusing on (dis)satisfaction with present programming. The following section will examine the extent to which the satisfaction, interest and selection data are correlated with each other.

Relationship between TV satisfaction measures and interest in CBN alternative programming. More frequently than not, measures of satisfaction with present programming were unrelated to items tapping interest in specific CBN alternatives. (Table 8 provides the Pearson product-moment correlation coefficients across these items.) Four of the ten measures (satisfaction with TV nowadays, and evaluation of morning, afternoon, and prime time TV fare with the movie rating system) were unrelated to any of the four CBN interest measures. There were several statistically significant relationships between quality of morning, afternoon and prime time measures and CBN interest items. They suggest, however, that level of dissatisfaction is negatively related to degree of interest in CBN alternatives! The three remaining satisfaction items appeared to be directly and systematically related to interest in CBN programming. Those who felt there was too much sex or violence on the air for their tastes expressed more

more interest in three of the four CBN alternatives. Interest in all four CBN alternatives was greater among those wanting more censorship of TV content. Satisfaction indices tended to reflect component item relationships. There was no relationship between the TV rating code index and the CBN interest items or interest index. Scores on the sex and violence index were positively related to three of four CBN interest items and the CBN interest index. The TV satisfaction index, containing all ten TV satisfaction items, was negatively related to half the CBN alternatives (morning and afternoon programming) but unrelated to the CBN interest index. In short, zero order correlations suggest no strong and systematic relationship between satisfaction with present programming and interest in the CBN alternative. However, these data indicate the potential utility of a sex and violence dimension of program satisfaction. Given the Christian, family-oriented programming alternative, the TV sex, violence, and need for censorship items intuitively seem more direct and useful than the more amorphous quality, movie rating, and general satisfaction measures.

Partial correlations were computed, ascertaining the relationship between the TV satisfaction and CBN alternative programming measures controlling for respondent demographic attributes. Magnitude and direction of the relationships assessed were not significantly altered. Direct relationships between strength of religious beliefs, satisfaction with TV programming and interest in the CBN alternative were anticipated. When asked "How strong are your religious beliefs?" most respondents replied "somewhat" or "very strong." Despite the somewhat skewed nature of these responses, strength of religious beliefs was directly related to the perceived amount of sex, violence and censorship items (Pearson correlations of .15, .23. and .25

[all p. .01]) and all the CBN alternatives (morning programs [.27, p.<.01], soap operas [.23, p.<.01], news shows [.24, p.<.01], and prime time programming [.24, p.<.01].) Partialling out strength of religious beliefs tended to attenuate the relationships between the satisfaction and interest items. This was evident with the TV sex, violence and censorship measures. Thus, for example, desire for more TV censorship and interest in CBN morning, afternoon, news, and prime time programming decreased from .19 (p.<.01) to .14 (p.<.05), .19 (p.<.01) to .14(p.< .01), .16 (p.<.01) to .10 (p.>.05), and .24 (p.<.01) to .18 (p.<.05).

Relationship between TV satisfaction items and selection of CBN alternative programming. There was a strong relationship between interest and selection of CBN alternatives. Pearson correlation coefficients were .63 (p.<.01) between interest and selection of the CBN morning lectures and discussions, .71 (p.<.01) for the CBN soap operas, .56 (p.<.01) for the CBN newscasts, and .69 (p.<.01) for CBN' prime time alternatives. The Pearson correlation coefficient for the CBN interest and selection indices was .78 (p.<.01). As such, there was some degree of consistency in the relationships between the TV satisfaction and CBN interest items on one hand and the TV satisfaction and CBN selection items on the other. Overall satisfaction with present TV fare and evaluations of morning, afternoon, and prime time programs generally were unrelated to anticipated selection of CBN alternatives. (See Table 8) Morning and afternoon movie code rating responses were related to selection of several CBN alternatives. Perception of TV violence was related to fewer of the CBN selection items than interest measures. However, perceptions of TV satisfaction and desire for more censorship remained related to anticipated selection of CBN programs. In fact, these two satisfaction items were

significantly associated with each of the four CBN alternatives. For both, the relationship was strongest with selection of CBN prime time programs (Pearson correlations of .26 [p.<.01] with amount of perceived TV sex and .22 [p.<.01] with the need for more TV censorship.) Again, satisfaction indices reflected component item relationships; only the TV violence and sex index was consistently related to the selection of CBN programming measures. Partialling out demographics did little to the relationships under consideration. Once again, these relationships tended to be attenuated, although not negated, when strength of religious beliefs was statistically controlled for.

TV satisfaction as a predictor of interest and selection of CBN alternatives. The ten measures of TV satisfaction were entered into regression equations with each of the CBN interest and selection items as well as the CBN interest and selection indices. Multiple correlation coefficients ranged from .39 (predicting interest in CBN news programs) to .55 (predicting interest in CBN soap operas). None of the satisfaction measures were consistently strong (or weak) predictors of interest and anticipated selection of CBN programming alternatives. The multiple correlation between the TV satisfaction items and the CBN interest index was .51, accounting for 26% of the variance. The multiple correlation between the TV sati-faction items and the CBN selection index was .48, accounting for 23% of the variance. (See Table 9)

CONCLUSIONS

On the basis of existing research and theory, it was hypothesized that dissatisfaction with present forms of network television would predict audience interest in an alternative to typical TV fare, in this case, the Christian Broadcasting Network. The hypothesis received some support; several satisfaction items in the independent

measure were related to interest in and exposure to CBN alternatives. Specifically, people who felt there was too much sex or violence and/or felt there should be more censorship of present television programs were(a) more likely to express interest in Christian Broadcasting Network alternatives and (b) more likely to view those alternatives if faced with a CBN-standard network programming choice. Satisfaction items more content specific and related to the message content of the alternative Christian network proved to be better predictors of choice between standard network viewing and viewing of the Christian Broadcasting Network. Thus, researchers may be wise to utilize specific and relevant (to the dependent variable) measures of satisfaction rather than more general, content free measures.

How many people actually will watch the CBN alternatives? Data presented in this paper can only support the position that a sizable minority of people are willing to give those programs a try. Obviously, the quality and execution of the CBN alternatives will affect future interest and exposure both among those who have indicated present interest and perhaps even among those who have not presently expressed any interest in the Christian Broadcasting Network.

TABLE 1

CHARACTERISTICS OF THE SAMPLE*

Sex		
Male	n=135	(43.8%)
Female	n=173	(56.2%)
Education		
Less than 8th grade	n-17	(5.8%)
Some high school	n=28	(9.6%)
High school degree	n=115	(39.5%)
Some college	n=69	(23.7%)
College degree(s)	n=62	(21.3%)
Age		
18-29	n=79	(27.0%)
30s	n=57	(19.5%)
40s	n=49	(16.8%)
50s	n=45	(15.4%)
60s	n=43	(14.7%)
Older	n=19	(6.5%)
Family Income		
<$10,000	n=65	(26.6%)
$10,000-$20,000	n=104	(42.6%)
$20,000-$30,000	n=54	(22.2%)
>$30,000	n=21	(8.6%)
Race		
White	n=270	(91.5%)
Non-white	n=25	(8.5%)

*percentages based on those providing an answer to the question

TABLE 2

SATISFACTION WITH PRESENT PROGRAMMING

General Satisfaction

	Percent Responding			
	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not Satisfied at All
"How satisfied are you with what's on TV nowadays?"	5.0	41.3	44.3	9.3

Quality of Television Programming

	Percent Responding					
	Excellent	Good	Fair	Poor	Terrible	DK
Morning programs like game shows	4.2	22.4	16.9	11.4	9.4	35.7
Discounting "don't know"	6.6	34.8	26.3	17.7	14.6	
Afternoon programs like soap operas	6.2	15.0	17.6	11.7	15.3	34.2
Discounting "don't know"	9.4	22.8	26.7	17.8	23.3	
Prime time evening programs	6.2	31.6	37.1	12.4	5.9	6.8
Discounting "don't know"	6.6	33.9	39.9	13.3	6.3	

Program Ratings

	Percent Responding				
	"G"	"PG"	"R"	"X"	DK
Morning programs like game shows	43.1	17.6	1.6	1.0	36.6
Discounting "don't know"	68.0	27.8	2.6	1.5	
Afternoon programs like soap operas	13.0	36.2	15.3	2.3	33.2
Discounting "don't know"	19.5	54.1	22.9	3.4	
Prime time evening programs	19.8	48.4	14.9	1.9	14.9
Discounting "don't know"	23.3	56.9	17.6	2.3	

(continued)

TABLE 2 continued

Amount of Sex and Violence on TV	Percent Responding			
	Not Enough	Right Amount	Too Much	DK
Sex	6.2	25.6	61.4	6.8
Violence	1.3	27.3	65.9	5.5

Need for More TV Censorship	Percent Responding				
	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK
"There should be a lot more censorship on TV to make it more suitable for all viewers"	28.6	35.4	21.4	12.7	1.9

TABLE 3

AWARENESS AND EXPOSURE TO RELIGIOUS PROGRAMMING

	Percent Responding		
Program Category	Yes	No	DK
Sunday morning "worship" services programs:			
awareness of programs	53.6	41.6	4.9
exposure to them	40.5 (22.1% of entire sample)	57.1	2.4
Sunday morning charismatic leader, evangelical programs:			
awareness of programs	56.0	42.0	2.0
exposure to them	34.8 (49% of entire sample)	14.0	1.1
Sunday morning religious panel and discussion programs:			
awareness of programs	30.4	68.3	1.3
exposure to them	73.2 (23.1% of entire sample)	24.7	2.1
Religious talk show programs:			
awareness of programs	37.5	61.2	1.3
exposure to "The 700 Club"	40.5	56.3	3.3

Note: "Exposure" figures for worship, charismatic, and panel programs reflect the percentage of those "aware" of the program type. "Exposure" to "The 700 Club" was determined from a question addressed to all in the sample.

TABLE 4

MOTIVATIONS LEADING TO EXPOSURE TO "THE 700 CLUB"

Motivation Item	Percent Responding				
	Very Important	Somewhat Important	Not Very Important	Not Important At All	DK
to be entertained by the music, singing and comments of the host and his guests	20.6	44.1	19.1	14.7	1.5
to get spiritual guidance and fulfillment	47.1	25.0	11.8	14.7	1.5
to be able to call in for prayers and counseling	29.9	19.4	16.4	31.3	3.0
to learn about politics and what's right and wrong in America today	30.9	26.5	16.2	23.5	2.9
because there's nothing else on worth watching	17.9	22.4	19.4	35.8	4.5
to learn how a Christian should think in today's world	44.8	26.9	9.0	16.4	3.0
because someone else in the house is watching it	10.4	11.9	19.4	56.7	1.5
to learn about the Bible and what it really says	49.3	20.9	11.9	16.4	1.5
to learn who to vote for and what kind of laws to accept	22.4	16.4	14.9	44.8	1.5

(n=68)

TABLE 5

INTEREST AND POTENTIAL UTILIZATION OF CBN PROGRAMMING

	Interest in Program				
	Percent Responding				
Program type	not at all interested	not very interested	somewhat interested	very interested	DK
(morning) lectures and panels	31.1	19.2	35.8	9.6	4.3
(afternoon) soap operas	40.3	11.7	29.0	15.7	3.3
(early evening) news	25.6	10.8	41.8	17.5	4.4
(prime time) dramas, situation-comedies and variety shows	23.9	6.4	45.5	21.5	2.7

	Program Selection if Aired Opposite Network Counterpart*				
	Percent Responding				
Program type	CBN Program	Network Program	Both	Neither	DK
(morning) lectures and panels	37.2 (23.7% of entire sample)	26.0	10.7	16.8	9.2
(afternoon) soap operas	46.6 (26.3% of entire sample)	17.8	13.8	14.4	7.5
(early evening) news	19.3 (13.3% of entire sample)	48.1	24.1	.9	7.5
(prime time) dramas, situation-comedies and variety shows	30.0 (21.4% of entire sample)	23.2	31.4	2.7	12.7

*among those not indicating being "not at all interested" in the particular CBN alternative

TABLE 6

TV SATISFACTION: RESPONSE DIFFERENCES BASED ON SAMPLE DEMOGRAPHIC ATTRIBUTES

	Age		Education		Sex		Income		Race	
Measure	less than 40	40+	no college	some college/ more	M	F	-20 thous.	+20 thous.	white	non-white
quality of morning TV excellent-good	29.9	50.0	40.4	25.9	43.5	39.6	46.2	18.6	37.9	57.9
fair-terrible	70.4	50.0	59.6	74.1	56.5	60.4	53.8	81.4	62.1	42.1
quality of afternoon TV excellent-good	32.4	29.2	40.9	16.6	19.1	39.6	36.1	14.6	27.1	70.0
fair-terrible	67.6	70.8	59.1	83.4	80.9	60.4	63.9	85.4	72.9	30.0
quality of prime time TV excellent-good	43.7	37.9	49.6	27.6	45.7	37.0	42.5	35.7	39.1	56.5
fair-terrible	56.3	67.1	50.4	72.4	54.3	63.0	57.5	64.3	60.9	43.5
rating of morning TV "G"	70.1	64.5	70.0	66.2	70.0	66.7	68.6	61.9	66.1	80.0
"PG"-"X"	29.9	35.5	30.0	33.8	30.0	33.3	31.4	38.1	33.9	20.0
rating of afternoon TV "G"	17.7	20.4	21.2	14.1	24.4	16.5	20.9	15.2	18.3	28.6
"PG"-"X"	82.3	79.6	78.8	85.9	75.6	83.5	79.1	84.8	81.7	71.4
rating of prime time "G"	19.7	25.9	24.6	20.1	29.1	21.3	30.9	30.3	22.9	28.0
"PG"-"X"	80.3	74.1	75.4	79.9	70.9	78.7	79.1	69.7	77.1	72.0
more censorship?										
yes	58.2	69.5	71.2	56.5	57.7	74.5	67.9	49.4	63.9	72.0
no	41.8	30.5	28.8	43.5	42.3	25.5	32.1	50.6	36.1	28.0
violence: too much	62.1	76.7	73.9	65.3	58.8	72.8	73.0	59.1	70.8	58.3
not enough/ right amount	37.9	23.3	26.1	34.7	41.2	22.2	27.0	40.9	29.2	41.7
sex: too much	48.8	80.1	68.0	63.2	52.5	75.7	66.6	59.1	66.9	50.0
not enough/ right amount	51.2	19.9	32.0	36.8	47.5	24.3	33.4	40.9	33.1	50.0

Note: significance tests between sub-groups were imparted prior to collapsing categories as they are presented in the table

TABLE 7

INTEREST IN CBN ALTERNATIVE: RESPONSE DIFFERENCES BASED ON SAMPLE DEMOGRAPHIC ATTRIBUTES

	Age		Education		Sex		Income		Race	
Measure	less than 40	40+	no college	some college/ more	M	F	-20 thous.	+20 thous.	white	non-white
Is CBN a good idea?										
great-good	74.0	75.2	76.8	70.7	72.1	77.5	78.1	74.7	73.9	79.1
bad-terrible	26.0	24.8	23.2	29.3	27.9	22.5	21.9	25.3	26.1	20.9
interest in CBN education progs.										
very-somewhat	45.8	48.0	54.2	38.1	44.1	51.3	53.1	40.0	43.9	84.0
not very-not at all	54.2	52.0	45.8	61.9	55.9	48.7	46.9	60.0	56.1	16.0
interest in CBN soap operas										
very-somewhat	52.9	45.7	53.9	34.1	37.3	55.2	50.0	36.1	43.9	76.0
not very-not at all	57.1	51.3	46.1	65.9	62.7	44.8	50.0	63.9	57.1	24.0
interest in CBN news progs.										
very-somewhat	63.1	60.5	64.9	56.8	63.4	63.9	64.6	65.8	59.5	84.0
not very-not at all	36.9	39.5	35.1	43.2	36.6	36.1	35.4	34.2	40.5	16.0
interest in CBN prime-time progs.										
very-somewhat	64.1	72.7	70.6	65.9	64.7	75.8	74.4	62.2	68.4	70.8
not very- not at all	35.9	27.3	29.4	34.6	35.3	24.2	25.6	37.8	31.6	29.2
viewing choice in morning programs										
CBN educational progs.	34.1	49.4	45.9	35.6	38.6	42.6	41.6	42.2	38.1	70.0
some of both	12.9	11.5	12.2	12.3	8.6	13.9	13.9	4.4	12.9	5.0
network game shows/ neither	53.0	39.1	41.9	52.1	52.9	44.5	44.5	53.4	49.0	25.0
viewing choice in afternoon progs.										
CBN soap operas	46.4	53.9	53.2	45.3	60.0	46.0	52.5	48.5	47.9	72.2
some of both	14.5	15.7	6.5	10.9	10.9	16.0	14.1	9.0	14.1	22.2
network soap operas/neither	39.1	30.4	40.3	43.8	29.1	38.0	33.4	43.5	38.0	5.6
viewing choice in news programs										
CBN news	17.2	25.2	27.4	12.3	19.3	21.7	24.4	17.3	19.8	31.8
some of both	21.5	29.3	27.6	34.8	28.9	20.8	21.0	30.8	27.3	13.6

(continued)

TABLE 7 continued

Measure	Age		Education		Sex		Income		Race	
	less than 40	40+	no college	some college/ more	M	F	-20 thous.	+20 thous.	white	non-white
network news/ neither viewing choice in prime-time progs.	61.3	45.5	55.0	52.9	51.8	57.5	54.6	51.9	52.9	54.5
CBN prime-time	25.0	42.3	39.6	26.7	31.6	35.5	37.9	24.5	33.3	47.4
some of both	40.5	32.7	31.6	41.9	35.5	35.5	37.1	38.8	37.4	21.1
network prime-time/neither	34.5	25.0	28.8	31.4	32.9	29.0	25.0	36.7	29.2	31.5

Note: significance tests between sub-groups were imparted prior to collapsing categories as they are presented in the table

TABLE 8

MAGNITUDE OF RELATIONSHIP BETWEEN TV SATISFACTION AND CBN ALTERNATIVE PROGRAMMING ITEMS

TV Satisfaction Item/Index[1]	CBN Alternative Programming Item/Index: Interest in CBN Programs[2]					Selection of CBN Programs[3]					
	am lect	aft soap	eve news	pm progs	Interest Index	am lect	aft soap	eve news	pm progs	Selection Index	Interest-Selection/ Index
sat progs	-.08	-.07	.10[a]	.07	.04	.03	-.05	.08	.09	.04	-.01
qual am prog	.02	-.17[b]	.06	.01	-.04	.15[a]	-.03	-.06	.06	.03	.04
qual aft prog	-.11	-.25[b]	.04	-.01	-.08	.03	.06	-.02	.17[a]	.28	.18[a]
qual pm prog	-.10[a]	-.13[a]	-.06	.02	-.06	.08	.09	.01	.08	.03	.09
amt violence	.10[a]	.11[a]	.10	.17[b]	.16[b]	.10	.07	.08	.16[b]	.13[a]	-.17[b]
amt sex	.09	.13[a]	.18[b]	.25[b]	.21[b]	.15[b]	.15[b]	.17[b]	.26[b]	.27[b]	.07
am code	.10	.06	.11	.11	.09	.15[a]	.16[a]	.08	.09	.12	-.02
aft code	.03	.05	.05	.05	.08	.08	.18[a]	.18[b]	.20[b]	.19[b]	.07
pm code	.05	.07	.10	.08	.10	.05	.09	.00	.08	.06	.05
censorship	.19[b]	.19[b]	.16[b]	.24[b]	.26[b]	.14[b]	.15[b]	.11[a]	.22[b]	.21[b]	-.19[b]
qual prog index	-.16[a]	-.30[b]	-.01	-.02	-.15[a]	.06	.08	.00	.14[a]	.02	.18[a]
sex violence index	.06	.16[b]	.17[b]	.25[b]	.22[b]	.14[a]	.13[a]	.16[b]	.26[b]	.24[b]	-.13[a]
code index	.10	.06	.09	.09	.11	.09	.19[a]	.11	.16[a]	.17[a]	.00
tot sat index	-.24[b]	-.19[a]	-.01	-.01	-.08	.02	-.06	.07	.15	.04	.10

All figures are Pearson product-moment correlation coefficients

[a] $p < .05$

[b] $p < .01$

[1] TV satisfaction items are coded such that higher scores equal more dissatisfaction.

[2] Interest in CBN programming items are coded such that higher scores equal more interest.

[3] Selection of CBN programming alternatives are coded such that higher scores equal selection of CBN alternatives.

TABLE 9

PREDICTIVE UTILITY OF THE SATISFACTION ITEMS

	Interest in CBN Programming Alternatives		
Item	Standardized Beta	Multiple R	R Square
need for more TV censorship	.28	.33	.11
quality of morning programs	-.23	.42	.18
amount of sex on TV	.32	.46	.21
quality of afternoon programs	-.12	.48	.23
movie code rating of morning programs	.15	.50	.25
movie code rating of prime time programs	-.14	.50	.26
general satisfaction with what's on TV	.07	.51	.26
amount of violence on TV	-.08	.51	.26
movie code rating of afternoon programs	-.02	.51	.26
quality of prime time programs	-.01	.51	.26

	Anticipated Selection of CBN Programming Alternatives		
Item	Standardized Beta	Multiple R	R Square
amount of sex on TV	.35	.27	.07
quality of morning programming	-.17	.36	.13
amount of violence on TV	.40	.40	.16
need for more censorship	.17	.43	.18
movie code rating for morning programs	.14	.46	.21
general satisfaction with what's on TV	.10	.47	.22
movie code rating for prime time programs	.13	.47	.22
movie code rating for afternnoon programs	.06	.48	.23
quality of prime time programs	.01	.48	.23

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